



Hybrid.pedal™

Opportunities for sponsorship:

For more information contact Linda Tom, 503.273.2589 or email linda@keenfootwear.com

Yellow Sponsor (2)

\$15,000

- Named as supporting sponsor of the Hybrid.Pedal Reception Party at Outdoor Retailer, logo to appear in all OR mentions of party and pre-show materials.
- Named as presenting sponsor of the documentary film at the OR debut and in all documentary film festival submissions. Logo to appear at beginning of documentary film.
- Logo on DVD sleeves of documentary film disk handed out at OR.
- Logo on all Hybrid.Pedal materials. Including website, e-mail updates, printed collateral, jerseys, vehicles, banners and blog/podcasts (when possible).
- Banner displayed at rest stops.
- Banner displayed at camp areas.
- Team spot (2 riders) for the bike ride (valued at \$6,000)

Polka Dot Sponsor (5)

\$7,500

- Named as a sponsor of the documentary film at OR and in all documentary film festival submissions.
- Logo on inside cover of DVD sleeves of documentary film disks handed out at Outdoor Retailer Show.
- Logo on all Hybrid.Pedal materials. Including website, e-mail updates, printed collateral, jerseys, vehicles, banners and blog/podcasts (when possible).
- Banner displayed at rest stops.
- Banner displayed at camp areas.
- 1 rider spot on the bike ride (valued at \$3,000)

Green Sponsor (3)

Day 1, 7 and 14 legs will be open to 100 riders. Sponsor of one of these three major legs of the ride for \$5,000

- Company logo placed prominently on all SAG vehicles for that day of the ride.
- Banner displayed at all rest stops of sponsored leg.
- Banner displayed at camp area of sponsored leg.
- Prominent mention in that day's: pod cast, blog entry, e-mail update.
- Logo on website, daily e-mail updates and blog/podcasts (when possible).
- Visibility in documentary film through banner and logo placement.
- Company named as a sponsor at the end of the documentary film.
- Listing as ride sponsor on all materials.

Product Sponsor

Product or cash donated to cover an element of the ride (ie rider snacks, meal, beer, bicycles, camping gear etc)

- Product visibility in the documentary film.
- Opportunity to give away / donate product at Outdoor Retailer and/or mid-way events.
- Logo placement and level of visibility in documentary film and printed materials TBD by the value of the product/element of the ride donated.
- Banner at Outdoor Retailer and/or mid-way events.

Additional individual spots are available to sponsors for \$3,000 each. Presenting sponsors have first right of refusal for these spots.



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